

# Transmission shifts into high gear

thanks to IoT technology  
from AT&T



- **Business needs** - Transportation technology startup, Transmission, needed an Internet of Things (IoT) solution that could provide trucking companies with the visibility and efficiency that their customers desired.
- **Networking solution** - A cutting-edge IoT solution from AT&T allows companies to track shipments, drivers' routes, hours of service logs, mandated government reports, and more in near-real time.
- **Business value** - The solution offers unprecedented visibility into customers' assets on the move, detailed telematics data, and facilitates compliance with government regulations.
- **Industry focus** - Technology development
- **Size** - Startup

## About Transmission

Transmission was created by global freight forwarder, Flexport. Their mission? To develop technology that makes it easier for drayage and cartage carriers to manage their operations. The new company creates technology with a team of dedicated experts to give its customers accountability, peace of mind, and control over their supply chains.

## The situation

Trucking companies are working in an ever-changing world, facing strict government agency compliance regulations, such as electronic logging devices (ELDs). Many trucking companies have adopted ELDs that drivers find difficult to use. What's more, the devices' software is often out of date. Simultaneously, customers are demanding more transparency and visibility into the transport of their cargo. As Transmission was developing its solutions, it needed an IoT expert to support its portfolio of near-real-time tools.



## Solution

Transmission worked with AT&T to create *Transmission ELD*, a platform that delivers near-real-time information, enhancing the visibility of its trucking partners' assets. Transmission is built on AT&T Fleet Management, which uses GPS to monitor location data and telematics, such as speed, braking, and cornering. The solution gives Transmission's customers better control of their supply chains, helps them reduce operational costs, and simplifies regulatory compliance.

## A better way to track assets

As e-commerce exploded, online retailers began providing customers with detailed information about the delivery of their products. This put pressure on shipping companies to track their assets in transit and deliver them when the customers expected them.

Transmission wanted to help solve this problem by using digital technology to improve the visibility and manageability of supply chains and logistics networks. Leo Ospina, Transmission's head of marketing and business development, said, "Transmission supports the logistics industry by delivering better data to



streamline business processes and improve customer satisfaction. Transmission was created out of the need for platforms that can power company fleets."

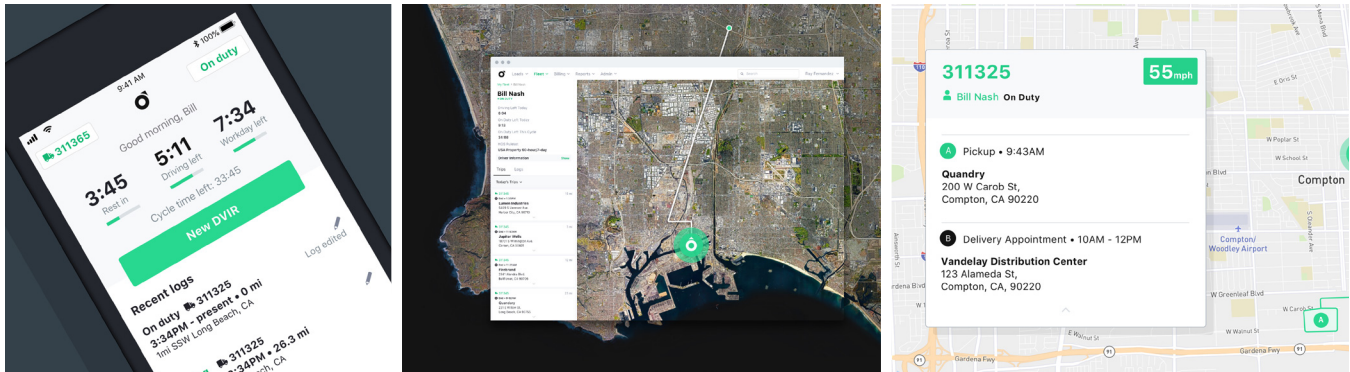
In addition, Transmission wanted to improve the ELDs the government requires for most trucking companies. Even today, many ELDs remain difficult for drivers to use and the software is often out of date, making it tougher to meet regulatory requirements. It also makes it harder to meet customers' demands for faster transit times and near-real time status reports. "We wanted to provide ELD and GPS technology that's affordable and easy to use for drivers, in its design and different language options," Ospina said.

Transmission set out to build an accessible, modern logistics platform to improve efficiency and customer service by giving drivers, carriers, and their customers better information.

## A "trucker-first" perspective

Transmission worked with AT&T to devise a new way to improve the visibility of its customers' assets. Transmission's proprietary flagship product, *Transmission ELD*, translates data from trucks into information that it can easily share with its customers, including near-real-time location tracking of shipments and driver routes, hours of service (HOS) logs, International Fuel Tax Agreement (IFTA) reporting, and other information that logistics companies and their customers need.

*Transmission ELD* is built on the AT&T Fleet Management platform, an IoT innovation that connects with trucks' computerized engines and uses GPS to deliver location data. The solution,



which also provides telematics such as speed, braking, and cornering, translates the data into valuable information for logistics companies and shippers.

Customers can use the *Transmission ELD* app to get all the tracking information they need in near-real time, while truckers can use the app to update their loads status virtually instantaneously, and then upload a digital proof-of-delivery once each job is complete. “We’re proud to have developed the platform from a trucker-first perspective,” Ospina said.

## Bringing transparency to the logistics industry

Logistics companies have been quick to recognize the value of Transmission’s solution. As Transmission has been building a reputation for providing technology, transparency, and great service, the company has expanded rapidly.

Its ELD, which has been certified by the Federal Motor Carrier Safety Administration (FMCSA), includes GPS that allows companies to see where their trucks are at any time, and trip route playbacks to show where they’ve been. It includes Hours of Service logs with editing capabilities that track when drivers sign on and off.

“Part of what’s made us successful is the fact that we created technology to help companies manage their supply chain and really give them the information that they need to be more efficient and better at what they do,” Ospina said. “Transmission is helping to bring transparency to the entire industry.”

The solution eliminates the need for much of the paperwork that has long been part of the drayage and cartage industry. Its Advanced Driver Vehicle Inspection Report (DVIR) diagnostics make it easier to keep trucks running smoothly and live out their full potential, and the Department of Transportation inspection tool helps document that drivers are complying.

## Overcoming resistance to change

Kathryn Boswell, Flexport Carrier Management Associate, said Transmission goes far beyond the ELD solutions that many trucking companies installed just a year ago, as required by the federal government. “The industry is very resistant to change, and so they’re hesitant to change again because they just invested in new technology a year ago,” she said.

“But we try to show them that existing solutions are like an early flip phone compared to an advanced smart phone. They’re using a dead solution.



*Transmission ELD* is so much more advanced and provides many more benefits,” she said. “And we’re constantly evolving as we receive feedback from customers. *Transmission* has a very dedicated team of engineers that’s working with us to make continuous improvements.”

“The difference has led increasing numbers of customers to embrace *Transmission*,” Ospina said. “We’ve built another product on top of the ELD, our loads update feed, which allows drivers to update their home base when they pick up and deliver a container. It provides the container number, geolocation, chassis number, and a timestamp,” he added.

## Efficiency promotes cost savings

Customers appreciate that *Transmission ELD* lets the drivers take a photo of each proof-of-delivery and feed it into the home base portal so it can be shared with clients. This eliminates the need for drivers to maintain paper proofs-of-delivery, saves time, and gets the delivery information to customers in near-real time.

“Once the driver provides proof-of-delivery, the customer service representative and the billing person and the person doing payroll for the trucking company all have visibility to this one platform that essentially proves that the driver has delivered the cargo,” Ospina said. “It saves the drivers’ time, and no one has to find the proof-of-delivery paper, scan it, identify it, and then share it because it’s all on the platform and all automatically shared.”

Saving even a few minutes on each shipment multiplies quickly, making employees more efficient and enabling



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companies to scale. “They could potentially save hundreds of hours, enabling them to take on more work and become more profitable,” he said.

In addition, the platform has helped customers realize efficiencies and glean new operational insights. “Our technology has also helped by providing companies with the GPS location of their trucks,” Ospina said. “They no longer need to call the truck to find out where it is and its estimated time of arrival. Our technology has really enabled and empowered trucking companies to be better.”

## Technology and customer service make the difference

Boswell said customers are pleased with the results they get from *Transmission ELD*, for which she credits AT&T. “The feedback from the carriers I’ve worked with

has been very positive. User-friendliness is something you hear a lot about, and we're really excited about that," she said. "This is my first time with AT&T, and I've been very impressed. I'm excited to keep working with AT&T as Transmission takes off."

Ospina said he also likes the working relationship that Transmission has developed with AT&T. "It's been hyper-positive. I have been a proponent of working with AT&T and pushing to manage the relationship with them," he said. "I'm really pleased."

Both Boswell and Ospina believe that AT&T is helping Transmission distinguish itself from others in the field. The strength of Transmission's technology and the quality of its customer service have fulfilled its founders' vision of a seamless web of commerce.

"We're using the technology that we're building with AT&T to make ourselves more efficient," Ospina said. "That's going to separate Transmission from other platforms."

**"We're using the technology that we're building with AT&T to create products that will make trucking companies more efficient. That's going to separate Transmission from other platforms."**

**Leo Ospina**

Business Development Manager, Transmission